

WHAT IS CLAIMED IS:

- 1 1. An order receiving apparatus that receives an order
2 of commodity transaction from a commodity ordering
3 apparatus through a network, comprising:
4 a first storage means for storing commodity
5 information that includes at least a commodity name and
6 a selling price of a commodity as an object of transaction;
7 a second storage means for storing information
8 specifying combinations of two or more different
9 commodities, and for storing specific parameters
10 concerning economic return, which are applied
11 respectively to said combinations, relating said
12 information and said specific parameters, respectively;
13 a third storage means for storing a general-purpose
14 parameter concerning economic return, which is applied
15 to commodities other than said combinations of
16 commodities; and
17 a means for performing steps of:
18 receiving a request for displaying information on
19 commodities, from said commodity ordering apparatus;
20 referring to the first storage means, to output said
21 commodity information to said commodity ordering
22 apparatus; and
23 referring to the second and third storage means,
24 to output information on said combinations of commodities

25 and said specific parameters applied respectively to said
26 combinations, and information on said general-purpose
27 parameter, to said commodity ordering apparatus.

1 2. The order receiving apparatus according to Claim
2 1, further comprising:

3 a point generating means that performs steps of:
4 receiving an order request including information
5 for specifying ordered commodities, from said commodity
6 ordering apparatus;

7 judging if a group of the ordered commodities
8 specified includes commodities related to a combination
9 recorded in the second storage means;

10 calculating first points when it is judged that the
11 commodities related to the combination are included, said
12 first points being decided based on a specific parameter
13 applied to said combination, or based on the specific
14 parameter applied to said combination and on selling
15 prices of the commodities related to said combination;

16 calculating second points with respect to
17 commodities other than the commodities related to said
18 combination, based on the general-purpose parameter, or
19 based on the general-purpose parameter and selling prices
20 of the commodities in question; and

21 outputting total points of the first points and the
22 second points, to said ordering apparatus.

1 3. The order receiving apparatus according to Claim

2 2. further comprising:

3 a means for receiving identification information
4 on a user of said ordering apparatus; and

5 a fourth storage means for storing said total points,
6 relating said total points to said identification
7 information received.

1 4. The order receiving apparatus according to Claim
2 2, wherein:

3 said general-purpose parameter is a value defining
4 a rate to a selling price of a commodity; and

5 said second points are decided by multiplying the
6 selling prices of the commodities in question by said
7 rate.

1 5. The order receiving apparatus according to Claim
2 2, wherein:

3 said specific parameters is a value defining a rate
4 to the selling prices of the commodities related to the
5 combination concerned; and

6 said first points are decided by multiplying the
7 selling prices of the commodities related to the
8 combination by said rate.

1 6. The order receiving apparatus according to Claim
2 2, wherein:

3 said specific parameter decides the number of said

4 first points.

1 7. An order receiving apparatus that receives an order
2 of commodity transaction from a commodity ordering
3 apparatus through a network, comprising:

4 a first storage means for storing commodity
5 information that includes at least a commodity name and
6 a selling price of a commodity as an object of transaction;

7 a second storage means for storing information
8 specifying combinations of two or more different
9 commodities, specific parameters concerning economic
10 return, which are applied respectively to said
11 combinations, and periods applied respectively to said
12 combinations, relating said information, said specific
13 parameters, and said periods respectively;

14 a third storage means for storing a general-purpose
15 parameter concerning economic return, which is applied
16 to commodities other than said combinations of
17 commodities; and

18 a means for performing steps of:

19 receiving a request for displaying information on
20 commodities, from said commodity ordering apparatus;

21 referring to the first storage means, to output said
22 commodity information to said commodity ordering
23 apparatus; and

24 referring to the second and third storage means,
25 to output information on said combinations of commodities,
26 said specific parameters and periods applied respectively

27 to said combinations, and information on said
28 general-purpose parameter, to said commodity ordering
29 apparatus.

1 8. The order receiving apparatus according to Claim
2 7, further comprising:

3 a point generating means; and

4 a fourth storage means for storing user
5 identification information on a user of a commodity
6 ordering apparatus related to the order received,
7 information for specifying commodities, and a date,
8 relating said user information, said information for
9 specifying commodities and said date; wherein:

10 said point generating means performs steps of:

11 receiving an order request including user
12 identification and information for specifying ordered
13 commodities, from said commodity ordering apparatus;

14 judging if commodities related to a combination
15 stored in the second storage means are included in a group
16 of the ordered commodities specified, or in the group
17 of the ordered commodities specified and commodities that
18 are specified by the information stored in the fourth
19 storage means and have dates included in the periods stored
20 in the second storage means;

21 calculating first points when it is judged that the
22 commodities related to the combination are included, said
23 first points being decided based on a specific parameter
24 applied to said combination, or based on the specific

parameter applied to said combination and on selling prices of the commodities related to said combination; calculating second points with respect to commodities other than the commodities related to said combination, based on the general-purpose parameter, or based on the general-purpose parameter and selling prices of the commodities in question; and outputting total points of the first points and the second points, to said ordering apparatus.

9. An order receiving method, in which an order of commodity transaction is received from a commodity ordering apparatus through a network, comprising steps of:

storing commodity information that includes at least a commodity name and a selling price of a commodity as an object of transaction;

storing information specifying combinations of two or more different commodities, and specific parameters concerning economic return, which are applied respectively to said combinations, relating said information and said specific parameters, respectively;

storing a general-purpose parameter concerning economic return, which is applied to commodities other than said combinations of commodities; and

receiving a request for displaying information on commodities, from said commodity ordering apparatus; displaying said commodity information to said commodity

19 ordering apparatus; and displaying information on said
20 combinations of commodities and said specific parameters
21 applied respectively to said combinations, and
22 information on said general-purpose parameter, onto said
23 commodity ordering apparatus.

1 10. An order receiving method, in which an order of
2 commodity transaction is received from a commodity
3 ordering apparatus through a network, comprising steps
4 of:

5 storing commodity information that includes at
6 least a commodity name and a selling price of a commodity
7 as an object of transaction;

8 storing information specifying combinations of two
9 or more different commodities, specific parameters
10 applied respectively to said combinations, and periods
11 applied respectively to said combinations, relating said
12 information, said specific parameters, and said periods
13 respectively;

14 storing a general-purpose parameter applied to
15 commodities other than said combinations of commodities;
16 and

17 receiving a request for displaying information on
18 commodities, from said commodity ordering apparatus;
19 displaying said commodity information to said commodity
20 ordering apparatus; and displaying information on said
21 combinations of commodities, said specific parameters
22 and periods applied respectively to said combinations,

23 and information on said general-purpose parameter, onto
24 said commodity ordering apparatus.

1 11. A program for causing a computer to execute an order
2 receiving processing, in which an order of commodity
3 transaction is received from a commodity ordering
4 apparatus connected through a network, which causes the
5 computer to execute processes of:

6 storing commodity information that includes at
7 least a commodity name and a selling price of a commodity
8 as an object of transaction;

9 storing information specifying combinations of two
10 or more different commodities, and specific parameters
11 concerning economic return, which are applied
12 respectively to said combinations, relating said
13 information and said specific parameters, respectively;

14 storing a general-purpose parameter concerning
15 economic return, which is applied to commodities other
16 than said combinations of commodities; and

17 receiving a request for displaying information on
18 commodities, from said commodity ordering apparatus;
19 outputting said commodity information to said commodity
20 ordering apparatus; and outputting information on said
21 combinations of commodities and said specific parameters
22 applied respectively to said combinations, and
23 information on said general-purpose parameter, onto said
24 commodity ordering apparatus.

1 12. A program for causing a computer to execute an order
2 receiving processing, in which an order of commodity
3 transaction is received from a commodity ordering
4 apparatus connected through a network, which causes the
5 computer to execute processes of:

6 storing commodity information that includes at
7 least a commodity name and a selling price of a commodity
8 as an object of transaction;

9 storing information specifying combinations of two
10 or more different commodities, specific parameters
11 applied respectively to said combinations, and periods
12 applied respectively to said combinations, relating said
13 information, said specific parameters, and said periods
14 respectively;

15 storing a general-purpose parameter applied to
16 commodities other than said combinations of commodities;
17 and

18 receiving a request for displaying information on
19 commodities, from said commodity ordering apparatus;
20 outputting said commodity information to said commodity
21 ordering apparatus; and outputting information on said
22 combinations of commodities, said specific parameters
23 and periods applied respectively to said combinations,
24 and information on said general-purpose parameter, to
25 said commodity ordering apparatus.

1 13. A computer readable storing medium that stores the
2 program according to any one of Claims 11 and 12.

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1 14. A point service method, in which points
2 corresponding to an amount of purchase are given to a
3 customer who has purchased commodities in an online shop,
4 wherein:

5 when an order is received, a method of calculating
6 points to be given is changed according to a combination
7 of commodities related to the purchase, referring to a
8 file that includes data relating the combination of
9 commodities and information required for calculation of
10 the points.